



Sample Key Messages and Talking Points—Community Tool Kit

I-901: Key messages

- Voters have spoken in favor of smoke-free public spaces and workplaces.
- After initial community and business education, a high level of statewide compliance with the revised Clear Indoor Air Act is expected using existing resources.
- All workers and citizens in Washington will breathe healthier air in the public places they visit.

Talking points

- Washington voters made one of the healthiest choices in our state's history by passing I-901.
- Washington has had a number of laws and regulations making indoor air smoke-free for the past 20 years. This is the final step in making all indoor public places smoke-free.
- Washington State is now the 10th state in the nation to implement a comprehensive statewide law prohibiting smoking in all restaurants and bars. The initiative expands the 1985 Clean Indoor Air Act to prohibit smoking in all indoor public places, beginning December 8, 2005.
- We are expecting smooth implementation of the law in Washington. Experience from other states has shown a high degree of compliance among affected businesses when businesses and the public are well informed immediately following passage of smoke-free policies.
- Service workers deserve the same levels of protection as everyone else. Breathing toxic air should not be a condition of employment. As of December 8, the 100,000 nonsmokers in our state who were exposed to secondhand smoke while on the job will be able to breathe clean air at work.
- Secondhand smoke is a killer. It contains about 4,000 chemicals and 50 known human cancer-causing chemicals. Every year, an estimated 38,000 nonsmokers die from exposure to secondhand smoke, making it the third leading cause of preventable death in the nation.

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- More than 80 percent of the people in our state don't smoke.
- Voters have spoken in favor of smoke-free public spaces and workplaces. This tremendous advancement in public health will save lives by preventing exposure to deadly secondhand smoke.
- This initiative creates healthy, smoke-free environments for customers and employees of restaurants, bars, taverns, bowling centers, skating rinks and non-tribal casinos.
- The **[Insert County]** Tobacco Prevention and Control Program will work to educate the public about the new law and provide materials for business owners to let patrons know their establishments are now smoke-free.
- We have a lot more work ahead of us. Tobacco use remains the leading cause of preventable death in the nation. Tobacco-related diseases kill about 8,000 people every year in Washington, more than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined.
- If you are a smoker and would like to quit, this is the ideal time to kick the habit. The Washington State Tobacco Quit Line is one of the key parts of our statewide Tobacco Prevention and Control Program. Close to 70,000 Washington residents have called the toll-free quit line for free counseling, referrals to cessation programs, and free quit kits. The quit line number is 877-270-STOP, or for Spanish speakers, 877-2-NO-FUME. You can learn more at www.quitline.com.
- Information and resources regarding the expanded clean indoor air law, as well as tips to help businesses go smoke-free can be found at www.secondhandsmokesyou.com.